AMENDMENTS TO THE CLAIMS:

Please amend the claims as set forth in the following listing. This listing of claims will replace all prior versions, and listings, of claims for the present application:

1-25. (Canceled).

26. (Currently Amended) A method for generating service/device-specific templates, the method comprising:

at a computer communicatively coupled to a storage device and a user interface, an application running on the computer performing a plurality of steps, in the following order:

~~providing a master template which contains a plurality of building blocks, wherein each of the plurality of building blocks defines formatting for a single type of name-value pair for presentation on a single device type;~~

the application receiving or retrieving unformatted data from the storage device, wherein the unformatted data corresponds to a specific data service and contains no information on formatting the specific data service for presentation;

the application examining the unformatted data for the specific data service to identify name-value pairs which are present in the unformatted data, each name-value pair including a name of a data item and a value of the data item;

the application presenting the name-value pairs identified from the unformatted data for the specific data service to a user via the user interface;

the application retaining a set of the name-value pairs based on user input received via the user interface;

the application selecting, for each of the plurality of devices, individual template building blocks from [[the]] a master template, wherein the master template does not convert unformatted data into formatted data, wherein the master template contains information defining a style for presentation of different types of data on a plurality of devices, the information being in the master template as a plurality of template building blocks, wherein each of the plurality of template building blocks defines formatting for a single type of name-value pair for presentation on a single device type, and wherein each of the individual template building blocks ~~containing information~~ is selected based on ~~formatting~~ a corresponding type of name-value pair in the set of the name-value pairs ~~for presentation of the specific data service on a plurality of device types~~; and

the application assembling the individual template building blocks selected from the master template into one or more service/device-specific templates, wherein each of the service/device-specific templates assembled by the application is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data, the one or more service/device-specific templates being necessary to generate formatting for the set of name-value pairs such that data items associated with the specific service are suitable for presentation on the plurality of devices.

27.   (Previously Presented) The method according to claim 26, further comprising:
        utilizing the service/device-specific templates to create markup language files for corresponding devices.

28.   (Previously Presented) The method according to claim 27, further comprising:
        utilizing the markup language files to accommodate the specific data service on the corresponding devices.

29.   (Previously Presented) The method according to claim 26, wherein the master template defines a predetermined style for displaying data on physical devices.

30.   (Previously Presented) The method according to claim 26, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices.

31.   (Previously Presented) The method according to claim 30, further comprising:
        prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

32.   (Previously Presented) The method according to claim 26, wherein the service/device-specific templates are generated automatically upon completion of the master template.

33.   (Previously Presented) The method according to claim 26, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

34.   (Previously Presented) The method according to claim 26, further comprising:

presenting the user with a label for each of the set of the name-value pairs; and

allowing the user to accept or modify the label via the user interface.

35.   (Currently Amended) A computer program product having at least one non-transitory
computer readable storage medium storing instructions translatable by at least one processor to
perform a plurality of steps, in the following order:

providing a master template which contains a plurality of building blocks, wherein each
of the plurality of building blocks defines formatting for a single type of name-value pair for
presentation on a single device type;

examining unformatted data received or retrieved from a storage device to identify
name-value pairs which are present in the unformatted data, wherein the unformatted data
corresponds to a specific data service and contains no information on formatting the specific
data service for presentation;

presenting the name-value pairs identified from the unformatted data for the specific
data service to a user via a user interface;

retaining a set of the name-value pairs based on user input received via the user
interface;

selecting, for each of the plurality of devices, individual template building blocks from
[[the]] a master template, wherein the master template does not convert unformatted data into
formatted data, wherein the master template contains information defining a style for
presentation of different types of data on a plurality of devices, the information being in the
master template as a plurality of template building blocks, wherein each of the plurality of
template building blocks defines formatting for a single type of name-value pair for presentation
on a single device type, wherein each of the building blocks is selected based on a
corresponding type of name-value pair in containing information on formatting the set of the
name-value pairs for presentation of the specific data service on a plurality of device types; and

assembling the individual template building blocks selected from the master template
into one or more service/device-specific templates, wherein each of the service/device-specific
templates is specific to a corresponding device or a device type and to the specific data service
associated with the unformatted data, the one or more service/device-specific templates being
necessary to generate formatting for the set of name-value pairs such that data items
associated with the specific service are suitable for presentation on the plurality of devices.

36.   (Previously Presented) The computer program product of claim 35, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices, and wherein the instructions are further translatable by the at least one processor to perform:

prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

37.   (Previously Presented) The computer program product of claim 35, wherein the service/device-specific templates are generated automatically upon completion of the master template.

38.   (Previously Presented) The computer program product of claim 35, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

39.   (Previously Presented) The computer program product of claim 35, wherein the instructions are further translatable by the at least one processor to perform:

presenting the user with a label for each of the set of the name-value pairs; and
allowing the user to accept or modify the label via the user interface.

40.   (Currently Amended) A system for generating service/device-specific templates, comprising:

a user interface;

at least one processor; and

at least one non-transitory computer readable storage medium storing instructions translatable by the at least one processor to execute an application which performs a plurality of steps, in the following order:

~~providing a master template which contains a plurality of building blocks, wherein each of the plurality of building blocks defines formatting for a single type of name-value pair for presentation on a single device type;~~

the application examining unformatted data for a specific data service received or retrieved from a storage device to identify name-value pairs which are present in the unformatted data, wherein the unformatted data corresponds to a specific data service and contains no information on formatting the specific data service for presentation;

the application presenting the name-value pairs identified from the unformatted data for the specific data service to a user via a user interface;

the application retaining a set of the name-value pairs based on user input received via the user interface;

the application selecting, for each of the plurality of devices, individual template building blocks from [[the]] a master template, wherein the master template does not convert unformatted data into formatted data, wherein the master template contains information defining a style for presentation of different types of data on a plurality of devices, the information being in the master template as a plurality of template building blocks, wherein each of the plurality of template building blocks defines formatting for a single type of name-value pair for presentation on a single device type, and wherein each of the individual template building blocks ~~containing information~~ is selected based on ~~formatting~~ a corresponding type of name-value pair in the set of the name-value pairs ~~for presentation of the specific data service on a plurality of device types~~; and

the application assembling the individual template building blocks selected from the master template into one or more service/device-specific templates, wherein each of the service/device-specific templates assembled by the application is specific to a corresponding device or a device type and to the specific data service associated with the unformatted data, the one or more service/device-specific templates being necessary to generate formatting for the set of name-value pairs such that data items associated with the specific service are suitable for presentation on the plurality of devices.

41. (Previously Presented) The system of claim 40, wherein the master template is one of a plurality of master templates, each defining a different style for displaying data on physical devices.

42. (Previously Presented) The system of claim 41, wherein the instructions are further translatable by the at least one processor to perform:

prompting the user to select one of the plurality of master templates according to which the service/device-specific templates are generated.

43. (Previously Presented) The system of claim 40, wherein the service/device-specific templates are generated automatically upon completion of the master template.

44. (Previously Presented) The system of claim 40, wherein the service/device-specific templates are generated as needed to accommodate the specific data service or a new data service.

45. (Previously Presented) The system of claim 40, wherein the instructions are further translatable by the at least one processor to perform:

presenting the user with a label for each of the set of the name-value pairs; and

allowing the user to accept or modify the label via the user interface.